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# 全国高校英语专业 历年全真试题解析

**TEM4** (1998-2006)

余高峰 华 燕 刘英杰 主编



国防工业出版社  
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· 北京 ·

## 内 容 简 介

本书涵盖了1998年—2006年共九年的英语专业四级全真试题,并对历年试题进行了全面、透彻的解析,旨在使考生通过实战练习,深入掌握英语专业四级考试的命题趋势与特点,增强复习时的针对性,拓展分析问题的思路,提高答题的策略与技巧。

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# 前 言

全国英语专业分级考试自 1990 年以来,已有十几年的历史。在这期间,考试规模和参考人数逐年增加,考试的权威性和社会影响力也不断提高,该考试对推动和促进我国英语专业的教学工作起到了巨大的积极作用。与此同时,很多学校都把能否通过英语专业等级考试作为衡量学生英语水平的重要标志。为了帮助学生顺利通过英语专业等级考试,我们特组织编写了英语专业全真试题解析辅导书。本书为英语专业四级,共收录了 1998 年至 2006 年九套全真试题,加以详细解析。其目的主要是使考生更好地熟悉英语专业四级考试的试题模式、水平和要求,以便在考试中取得优异的成绩。

本书在编写过程中,除编者外,还得到了李晓茹、沙慧军、范忠骏、胡忠霞、芮晓飞、黄文件、路阳等同志的大力帮助,在此向他们表示衷心的感谢。

由于编者水平有限,书中难免有值得商榷和不足之处,敬请读者批评指正。

编 者

2006 年 7 月于上海

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**TEST FOR ENGLISH MAJORS (1998)**  
**- GRADE FOUR -**

**TIME LIMIT: 140 MIN.**

**PART I WRITING**

**(45 MIN.)**

**SECTION A COMPOSITION**

**(35 MIN.)**

*Write on ANSWER SHEET ONE a composition of about 150 words on the following topic:*

It is now generally accepted that vehicles (cars, trucks, etc.) are a major source of air pollution in cities. You are to suggest only ONE way to solve the problem.

**ONE WAY TO SOLVE THE PROBLEM**

*You are to write in three paragraphs.*

*In the first paragraph, state what your suggested way is.*

*In the second paragraph, state one or two advantages of your suggestion.*

*In the last paragraph, bring what you have written to a natural conclusion.*

*Marks will be awarded for content, organization, grammar and appropriacy.*

*Failure to follow the instructions may result in a loss of marks.*

**SECTION B NOTE-WRITING**

**(10 MIN.)**

*Write on ANSWER SHEET ONE a note of about 50—60 words of the following situation:*

You are Mark or Sally. You have got a ticket to a computer fair, but you now find that you are unable to go. Write a note to your friend, George, explaining why you are sending the enclosed ticket to him and telling him briefly how to get there.

*Marks will be awarded for content, organization, grammar and appropriacy.*

## PART II DICTATION

(15 MIN.)

*Listen to the following passage. Altogether the passage will be read to you four times. During the first reading, which will be read at normal speed, listen and try to understand the meaning. For the second and third readings, the passage will be read sentence by sentence, or phrase by phrase, with intervals of 15 seconds. The last reading will be read at normal speed again and during this time you should check your work. You will then be given 2 minutes to check through your work once more.*

**Please write the whole passage on ANSWER SHEET TWO.**

## PART III LISTENING COMPREHENSION

(20 MIN.)

*In Sections A, B, and C you will hear everything once only. Listen carefully and then answer the questions that follow. Mark the correct response for each question on your answer sheet.*

### SECTION A STATEMENT

*In this section you will hear eight statements. At the end of the statement you will be given 10 seconds to answer each of the following eight questions.*

1. The speaker is talking to a \_\_\_\_\_.  
A. doctor                      B. pharmacist                      C. mechanic                      D. waiter
2. What is the speaker's attitude?  
A. He couldn't agree any more.                      B. He agrees completely.  
C. He agrees partially.                      D. He couldn't stand it any more.
3. How much did Mr. Dawson pay for the sweater?  
A. \$30.                      B. \$13.                      C. \$80.                      D. \$18.
4. What does "staying healthy" mean today?  
A. You should often go to a doctor.                      B. Going to a doctor regularly helps.  
C. Keep fit and strong all the time.                      D. You should never go to a doctor.
5. Where is the speaker?  
A. In a bank.                      B. In a restaurant.                      C. In an office.                      D. In a shop.
6. The speaker regretted having \_\_\_\_\_.  
A. missed the game                      B. gone to the game  
C. won the game                      D. missed the bet
7. What does the speaker think about teachers?  
A. Teachers get much satisfaction from work.  
B. Teachers get little satisfaction from work.  
C. Few teachers are satisfied with their work.  
D. Few teachers are satisfied with their salary.
8. The speaker is comparing two \_\_\_\_\_.

- A. research projects
- C. kinds of candies

- B. political declarations
- D. political events

## SECTION B CONVERSATION

*In this section, you will hear nine short conversations between two speakers. At the end of each conversation you will be given 10 seconds to answer each of the following nine questions.*

9. Who is the caller?
  - A. John Smith.
  - B. Max Thomas.
  - C. Max Green.
  - D. John Thomas.
10. The conversation takes place between \_\_\_\_\_.
  - A. a host and a guest
  - B. two neighbors
  - C. a doctor and a patient
  - D. a hotel clerk and a guest
11. What did the man do last weekend?
  - A. He went skiing.
  - B. He studied.
  - C. He did nothing.
  - D. He did shopping.
12. What do you guess they'll do?
  - A. Go to the class at once.
  - B. Make it in the dorm.
  - C. Skip over the work.
  - D. Find out the assignment.
13. James is going to \_\_\_\_\_.
  - A. buy a car
  - B. stay at home
  - C. go to the party
  - D. solve the problem
14. The man advised the woman to \_\_\_\_\_.
  - A. find her way around
  - B. enjoy herself thoroughly
  - C. remember her culture
  - D. see the differences
15. The woman is supposed to be a (n) \_\_\_\_\_.
  - A. shop assistant
  - B. job applicant
  - C. interviewer
  - D. receptionist
16. What did the woman do this morning?
  - A. She had the cooker changed.
  - B. She had her cooker repaired.
  - C. She bought a new cooker.
  - D. She returned her new cooker.
17. The woman intends to \_\_\_\_\_.
  - A. offer the man a lift
  - B. go with the man by bus
  - C. borrow the man's car
  - D. check if he has a car

## SECTION C NEWS BROADCAST

*Question 18 is based on the following news. At the end of the news item, you will be given 10 seconds to answer the question. Now listen to the news.*

18. Which of the following statements is TRUE?
  - A. Heavy rains and storms caused rivers to overflow.



- B. Flooding forced evacuation in seven counties.
- C. Flooding damaged homes and cut off electricity.
- D. Heavy rain and flooding kept banks closed.

*Question 19 is based on the following news. At the end of the news item, you will be given 10 seconds to answer the question. Now listen to the news.*

19. Who is going to make a visit?
- A. The Iranian Foreign Minister.
  - B. The Iraqi Foreign Minister.
  - C. A senior Iraqi advisor.
  - D. A senior Iranian advisor.

*Questions 20 and 21 are based on the following news. At the end of the news item, you will be given 20 seconds to answer the questions. Now listen to the news.*

20. The Senate bill aims to \_\_\_\_\_ within the next seven years.
- A. end the country's huge public debts
  - B. cut government spending on health
  - C. end the large budget deficit
  - D. cut some educational programs
21. Congressional leaders have to work out a compromise because \_\_\_\_\_.
- A. a similar bill has been passed
  - B. the President might oppose the plan
  - C. the Senate bill was passed by 57 to 42
  - D. the White House is facing opposition

*Question 22 is based on the following news. At the end of the news item, you will be given 10 seconds to answer the question. Now listen to the news.*

22. Australia reacted towards the French test by \_\_\_\_\_.
- A. recalling her ambassador to Paris
  - B. describing the test as insignificant
  - C. expressing her regret
  - D. expressing disapproval

*Question 23 is based on the following news. At the end of the news item, you will be given 10 seconds to answer the question. Now listen to the news.*

23. The Indian police were reported to have discovered \_\_\_\_\_.
- A. a large amount of money
  - B. a large plastic bomb
  - C. similar explosives
  - D. the bodies of many victims

*Questions 24 and 25 are based on the following news. At the end of the news item, you will be given 10 seconds to answer the questions. Now listen to the news.*

24. The 6-day negotiations between the PLO and Israel are mainly about \_\_\_\_\_.
- A. the extension of Palestinian self-rule
  - B. the establishment of Jewish settlement
  - C. the arrangement of PLO troops
  - D. the reconstruction of Hebron
25. What progress has been made in their negotiations?

- A. Israeli troops can stay on in the West Bank.
- B. Israel has released thousands of prisoners.
- C. PLO and Israel have made a final agreement.
- D. Agreement has been reached on the future of Hebron.

#### PART IV CLOZE

(15 MIN.)

*Decide which of the choices given below would correctly complete the passage if inserted in the corresponding blanks. Mark the correct choice for each blank on your answer sheet.*

The way that people spend their money, and the objects on which they spend it, are the last areas where free choice and individuality can be expressed. The choice reflects personal taste, the way people see themselves and the fantasies they 26 about their lives, the restrictions on money available 27 them, the presence of others in the family with a 28 on that money, and the influence of current convention, 29, surroundings and locality. Shopping is an important human activity. Yet shoppers are 30 with a confusing situation and a (n) 31 changing one. The confusion arises from the claims 32 advertising, from inadequate information about new products, new materials, new places to shop—a confusion enhanced by rising prices and a (n) 33 choice of goods than ever before. The search 34 the right purchase is based on ignorance of 35 own needs and ignorance of the product's 36 for those needs. When choosing any particular item, there are several lines of communication which might provide some guidance. 37 none of these is entirely satisfactory. For example, you can ask a shop assistant initially. 38 you find one, she may quite 39 not know the answers. She may be a schoolgirl with a Saturday job, or a housewife 40 part-time.

- |                  |                  |                |              |
|------------------|------------------|----------------|--------------|
| 26. A. imagine   | B. possess       | C. have        | D. own       |
| 27. A. to        | B. for           | C. with        | D. of        |
| 28. A. right     | B. demand        | C. request     | D. claim     |
| 29. A. growth    | B. upbringing    | C. cultivation | D. expansion |
| 30. A. dealt     | B. faced         | C. coped       | D. greeted   |
| 31. A. suddenly  | B. instantly     | C. rapidly     | D. readily   |
| 32. A. made by   | B. seen in       | C. hinted at   | D. set in    |
| 33. A. ampler    | B. larger        | C. broader     | D. wider     |
| 34. A. from      | B. into          | C. for         | D. with      |
| 35. A. their     | B. one's         | C. his         | D. her       |
| 36. A. fitness   | B. use           | C. value       | D. worth     |
| 37. A. And       | B. Still         | C. Yet         | D. Even      |
| 38. A. Even if   | B. Although      | C. Because     | D. While     |
| 39. A. generally | B. authentically | C. innocently  | D. genuinely |
| 40. A. studying  | B. practising    | C. working     | D. shopping  |

**PART V GRAMMAR AND VOCABULARY****(15 MIN.)**

*There are twenty-five sentences in this section. Beneath each sentence there are four words or phrases marked A, B, C and D. Choose one word or phrase that correctly completes the sentence.*

*Mark your answer on your answer sheet.*

41. John is \_\_\_\_\_ hardworking than his sister, but he failed in the exam.  
A. no less                      B. no more                      C. not less                      D. no so
42. She remembered several occasions in the past \_\_\_\_\_ she had experienced a similar feeling.  
A. which                      B. before                      C. that                      D. when
43. If your car \_\_\_\_\_ any attention during the first 12 months, take it to an authorized dealer.  
A. shall need                      B. should need                      C. would need                      D. will need
44. The indoor swimming pool seems to be a great more luxurious than \_\_\_\_\_.  
A. is necessary                      B. being necessary                      C. to be necessary                      D. it is necessary
45. \_\_\_\_\_, he can now only watch it on TV at home.  
A. Obtaining not a ticket for the match  
B. Not obtaining a ticket for the match  
C. Not having obtained a ticket for the match  
D. Not obtained a ticket for the match
46. The children prefer camping in the mountains \_\_\_\_\_ an indoor activity.  
A. to                      B. than                      C. for                      D. with
47. Language belongs to each member of the society, to the cleaner \_\_\_\_\_ to the professor.  
A. as for as                      B. the same as                      C. as much as                      D. as long as
48. \_\_\_\_\_ he needed money for a new car, he decided not to borrow it from the bank.  
A. Much as                      B. Much though                      C. As much                      D. Though much
49. The Clarks haven't decided yet which hotel \_\_\_\_\_.  
A. to stay                      B. is to stay                      C. to stay at                      D. is for staying
50. His strong sense of humour was \_\_\_\_\_ make everyone in the room burst out laughing.  
A. so as to                      B. such as to                      C. so that                      D. such that
51. \_\_\_\_\_ enough time and money, the researchers would have been able to discover more in this field.  
A. Giving                      B. To give                      C. Given                      D. Being given
52. You \_\_\_\_\_ Mark anything. It was none of his business.  
A. needn't have told                      B. needn't tell  
C. mustn't have told                      D. mustn't tell
53. The membership card entitled him \_\_\_\_\_ certain privileges in the club.

- A. on                      B. in                      C. at                      D. to
54. Obviously, the Chairman's remarks at the conference were \_\_\_\_\_ and not planned.
- A. substantial      B. spontaneous      C. simultaneous      D. synthetic
55. For the success of the project, the company should \_\_\_\_\_ the most of the opportunities at hand.
- A. obtain              B. grasp              C. catch              D. make
56. Failure to follow the club rules \_\_\_\_\_ him from the volleyball team.
- A. disfavored      B. dispelled              C. disqualified      D. dismissed
57. The discovery of new oil-fields in various parts of the country filled the government with \_\_\_\_\_ hope.
- A. eternal              B. infinite              C. ceaseless              D. everlasting
58. At first the company refused to purchase the equipment, but this decision was \_\_\_\_\_ revised.
- A. subsequently      B. successively              C. predominantly      D. preliminarily
59. The local police are authorized to \_\_\_\_\_ anyone's movements as they think fit.
- A. pause              B. halt              C. repel              D. keep
60. Have you ever received \_\_\_\_\_ of what has happened to her?
- A. the word              B. words              C. word              D. the words
61. Twelve is to three \_\_\_\_\_ four is to one.
- A. what              B. as              C. that              D. like
62. Things went well for her during her early life but in her middle age her \_\_\_\_\_ seemed to change.
- A. affair              B. luck              C. event              D. chance
63. Although I spoke to her about the matter several times, she took little \_\_\_\_\_ of what I said.
- A. remark              B. warning              C. notice              D. attention
64. The scheme was \_\_\_\_\_ when it was discovered it would be very costly.
- A. resigned              B. surrendered              C. released              D. abandoned
65. Yesterday my aunt bought some new \_\_\_\_\_ for her flat at the seaside.
- A. furniture              B. furnitures              C. possession              D. possessions

## **PART VI READING COMPREHENSION**

**(30 MIN. )**

### **SECTION A READING COMPREHENSION**

**(25 MIN. )**

*In this part there are four passages followed by fifteen questions or unfinished statements, each with four suggested answers marked A, B, C and D. Choose the one that you think is the correct answer. Mark your choice on your answer sheet.*

## TEXT A

People have been painting pictures for at least 30,000 years. The earliest pictures were painted by people who hunted animals. They used to paint pictures of the animals they wanted to catch and kill. Pictures of this kind have been found on the walls of caves in France and Spain. No one knows why they were painted there. Perhaps the painters thought that their pictures would help them to catch these animals. Or perhaps human beings have always wanted to tell stories in pictures.

About 5,000 years ago the Egyptians and other people in the Near East began to use pictures as a kind of writing. They drew simple pictures or signs to represent things and ideas, and also to represent the sounds of their language. The signs these people used became a kind of alphabet.

The Egyptians used to record information and to tell stories by putting picture-writing and pictures together. When an important person died, scenes and stories from his life were painted and carved on the walls of the place where he was buried. Some of these pictures are like modern *comic-strip* (连环漫画) stories. It has been said that Egypt is the home of the comic strip. But, for the Egyptians, pictures still had magic power. So they did not try to make their way of writing simple. The ordinary people could not understand it.

By the year 1,000 BC, people who lived in the area around the Mediterranean Sea had developed a simpler system of writing. The signs they used were very easy to write, and there were fewer of them than in the Egyptian system. This was because each sign, or letter, represented only one sound in their language. The Greeks developed this system and formed the letters of the Greek alphabet. The Romans copied the idea, and Roman alphabet is now used all over the world.

These days, we can write down a story, or record information, without using pictures. But we still need pictures of all kinds: drawings, photographs, signs and diagrams. We find them everywhere, in books and newspapers, in the street, and on the walls of the places where we live and work. Pictures help us to understand and remember things more easily, and they can make a story much more interesting.

66. Pictures of animals were painted on the walls of caves in France and Spain because \_\_\_\_\_.

- A. the hunters wanted to see the pictures
- B. the painters were animal lovers
- C. the painters wanted to show imagination
- D. the pictures were thought to be helpful

67. The Greek alphabet was simpler than the Egyptian system for all the following reasons EXCEPT that \_\_\_\_\_.

- |                                     |   |
|-------------------------------------|---|
| A. the former was easy to write     | B. there were fewer signs in the former |
| C. the former was easy to pronounce | D. each sign stood for only one sound   |

68. Which of the following statements is TRUE?
- A. The Egyptian signs later became a particular alphabet.
  - B. The Egyptians liked to write comic-strip stories.
  - C. The Roman alphabet was developed from the Egyptian one.
  - D. The Greeks copied their writing system from the Egyptians.
69. In the last paragraph, the author thinks that pictures \_\_\_\_\_.
- A. should be made comprehensible
  - B. should be made interesting
  - C. are of much use in our life
  - D. are disappearing from our life

## TEXT B

Human beings have used tools for a very long time. In some parts of the world you can still find tools that people used more than two million years ago. They made these tools by hitting one stone against another. In this way they broke off pieces from one of the stones. These chips of stone were usually sharp on one side. People used them for cutting meat and skin from dead animals, and also for making other tools out of wood. Human beings needed to use tools because they did not have sharp teeth like other meat-eating animals, such as lions and tigers. Tools helped people to get food more easily.

Working with tools also helped to develop human intelligence. The human brain grew bigger, and human beings began to invent more and more tools and machines. The stone chip was one of the first tools that people used, and perhaps it is the most important. Some scientists say that it was the key to the success of mankind.

Since 1960 a new kind of tool has appeared. This is the silicon chip—a little chip of silicon crystal (硅晶体). It is smaller than a finger-nail, but it can store more than a million “bits” of information. It is an electronic brain.

Every year these chips get cleverer, but their size gets smaller, and their cost gets less. They are used in watches, calculators and intelligent machines that we can use in many ways.

In the future we will not need to work with tools in the old way. Machines will do everything for us. They will even talk and play games with us. People will have plenty of spare time. But what will they do with it?

Human beings used stone chips for more than two million years, but human life changed very little in that time. We have used silicon chips for only a few years, but life is changing faster every day. What will life be like twenty years from now? What will the world be like two million years from now?

70. The stone chip is thought to be the most important tool because it \_\_\_\_\_.
- A. was one of the first tools
  - B. developed human capabilities
  - C. led to the invention of machines
  - D. was crucial to the development of mankind

71. At the end of passage the author seems to suggest that life in future is \_\_\_\_\_.

- A. disastrous      B. unpredictable      C. exciting      D. colorful

### TEXT C

A century ago in the United States, when an individual brought suit against a company, public opinion tended to protect that company. But perhaps this phenomenon was most striking in the case of the railroads. Nearly half of all negligence (过失) cases decided through 1896 involved railroads. And the railroads usually won.

Most of the cases were decided in state courts, when the railroads had the climate of the times on their sides. Governments supported the railroad industry; the progress railroads represented was not to be slowed down by requiring them often to pay damages to those unlucky enough to be hurt working for them.

Court decisions always went against railroad workers. A Mr. Farwell, an engineer, lost his right hand when a switchman's negligence ran his engine off the track. The court reasoned, that since Farwell had taken the job of an engineer voluntarily at good pay, he had accepted the risk. Therefore the accident, though avoidable had the switchmen acted carefully, was a "pure accident." In effect a railroad could never be held responsible for injury to one employee caused by the mistake of another.

In one case where a Pennsylvania Railroad worker had started a fire at a warehouse and the fire had spread several blocks, causing widespread damage, a jury found the company responsible for all the damage. But the court overturned the jury's decision because it argued that the railroad's negligence was the immediate cause of damage only to the nearest buildings. Beyond them the connection was too remote to consider.

As the century wore on, public sentiment began to turn against the railroads—against their economic and political power and high fares as well as against their callousness (无情) toward individuals.

72. Which of the following is NOT true in Farwell's case?

- A. Farwell was injured because he negligently ran his engine off the track.  
B. Farwell would not have been injured if the switchman had been more careful.  
C. The court argued that the victim had accepted the risk since he had willingly taken his job.  
D. The court decided that the railroad should not be held responsible.

73. What must have happened after the fire case was settled in court?

- A. The railroad compensated for the damage to the immediate buildings.  
B. The railroad compensated for all the damage by the fire.  
C. The railroad paid nothing for the damaged building.  
D. The railroad worker paid for the property damage himself.

74. The following aroused public resentment EXCEPT \_\_\_\_\_.

- A. political power      B. high fares      C. economic loss      D. indifference

75. What does the passage mainly discuss?
- A. Railroad oppressing individuals in the US.
  - B. History of the US railroads.
  - C. Railroad workers' working rights.
  - D. Law cases concerning the railroads.

#### TEXT D

Hawaii's native minority is demanding a greater degree of sovereignty over its own affairs. But much of the archipelago's political establishment, which includes the White Americans who dominated until the second world war and people of Japanese, Chinese and Filipino origin, is opposed to the idea.

The islands were annexed by the US in 1898 and since then Hawaii's native peoples have fared worse than any of its other ethnic groups. They make up over 60 per cent of the state's homeless, suffer higher levels of unemployment and their life span is five years less than the average Hawaiians. They are the only major US native group without some degree of autonomy.

But a sovereignty advisory committee set up by Hawaii's first native governor, John Waihee, has given the natives' cause a major boost by recommending that the Hawaiian natives decide by themselves whether to re-establish a sovereign Hawaiian nation.

However, the Hawaiian natives are not united in their demands. Some just want greater autonomy within the state—as enjoyed by many American Indian natives over matters such as education. This is a position supported by the Office of Hawaiian Affairs (OHA), a state agency set up in 1978 to represent the natives' interests and which has now become the moderate face of the native sovereignty movement. More ambitious is the Ka Lahui group, which declared itself a new nation in 1987 and wants full, official independence from the US.

But if Hawaiian natives are given greater autonomy, it is far from clear how many people this will apply to. The state authorities only count as native those people with more than 50 per cent Hawaiian blood.

Native demands are not just based on political grievances, though. They also want their claim on 660,000 hectares of Hawaiian crown land to be accepted. It is on this issue that native groups are facing most opposition from the state authorities. In 1993, the state government paid the OHA US\$136 million in back rent on the crown land and many officials say that by accepting this payment the agency has given up its claims to legally own the land. The OHA has vigorously disputed this.

76. Hawaii's native minority refers to \_\_\_\_\_.
- A. Hawaii's ethnic groups
  - B. people of Filipino origin
  - C. the Ka Lahui group
  - D. people with 50% Hawaiian blood
77. Which of the following statements is true of the Hawaiian natives?



- A. Sixty percent of them are homeless or unemployed.
  - B. Their life span is 5 years shorter than average Americans.
  - C. Their life is worse than that of other ethnic groups in Hawaii.
  - D. They are the only native group without sovereignty.
78. Which of the following is NOT true of John Waihee?
- A. He is Hawaii's first native governor.
  - B. He has set up a sovereignty advisory committee.
  - C. He suggested the native people decide for themselves.
  - D. He is leading the local independence movement.
79. Which of the following groups hold a less radical attitude on the matter of sovereignty?
- A. American Indian natives.
  - B. Office of Hawaiian Affairs.
  - C. The Ka Lahui group.
  - D. The Hawaiian natives.
80. Various native Hawaiians demand all the following EXCEPT \_\_\_\_\_.
- A. a great autonomy within the state
  - B. more back rent on the crown land
  - C. a claim on the Hawaiian crown land
  - D. full independence from the US

## SECTION B SKIMMING AND SCANNING

(5 MIN.)

*In this section there are seven passages with a total of ten multiple-choice questions. Skim or scan them as required and then mark your answer on your answer sheet.*

### TEXT E

*First read the following question.*

81. The passage is mainly about the \_\_\_\_\_ of outdoor advertising.
- A. problems
  - B. features
  - C. attraction
  - D. location

*Now read TEXT E quickly and mark your answer on your answer sheet.*

Outdoor advertising provides the advertiser with the largest colorful display of his product, package, trade mark, and slogan. It embraces the most spectacular use of lights and animation in order to attract a passer-by and deliver a message. It provides visual continuity to a campaign that may also be appearing in other media.

Outdoor advertising has a high degree of geographic flexibility. An advertiser can use it nationally, by region, by markets, and even by specific locations within those markets.

Outdoor advertising can be memorable. During an interview eight people out of ten revealed that they remembered specific outdoor posters.

A problem in using outdoor advertising is that of getting reliable data on the number of people who actually see an advertisement. It may also take time to negotiate for the space for a specific outdoor advertising location, to print the posters, or to paint the board.